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FOOD INFORMATION CALENDAR

OFFICE OF INFORMATION UNITED STATES DEPARTMENT OF AGRICULTURE

October 11, 1946

No. 184

OUTLOOK CONFERENCE. . . . All 48 states and Puerto Rico were represented at the Annual USDA Outlook Conference here last week. In the opening sessions a series of talks were given on the international situation, the domestic situation, the agricultural situation, broadening farm markets, outlook for nutrition, and rural family living outlook. Highlights:

World Food -- Carryover supplies unusually low. Nutritional levels in most countries below prewar and far below desirable. Production improved but still below prewar. Financing for export probably adequate.

National -- Production of most items expected to catch up with demand in 1947 (automobiles and housing notable exceptions). Consequent shift away from sellers' markets along with filled "pipelines" will require adjustments and probably will result in decreased income payments and more unemployment in late 1947. Even at the expected lower levels, business activity and national income will be far above prewar.

Agriculture -- Markets for most farm commodities will remain good but will be affected late in the year by adjustments taking place in business as a whole. Potatoes and some types of tobacco are the most likely trouble spots, but prices of most commodities will reflect decreases in demand expected in late 1947. Meat, dairy and poultry are likely to be affected less by price declines than grains, vegetables, fruits and minor field crops.

Rural Family Living -- High incomes in 1946, accumulated funds, relative freedom from debt -- all point to large family spending in 1947.

Later in the week came discussions on specific commodities on which domestic and foreign demand prospects were outlined and 1947 goals and price supports were discussed. Among the factors that would affect production goals were these, as brought out by speakers: (1) domestic demand and foreign shipments are likely to continue strong into the next year at least, (2) feed and livestock goals must balance, (3) price controls are slated to end next June. (4) land use and soil management are vital considerations, (5) certain commodities have specific price supports provided by law, e.g., basic commodities and the "Steagall" commodities which require at least a minimum of 90 percent of parity price support for two years after a formal declaration of the end of the war (since no such declaration has been made yet such commodities carry price support or other Government assurances at least to January 1, 1949).

Production goals have already been suggested for wheat, rye, field peas, winter cover crop seeds, sugar beets and sugar cane, flaxseed, potatoes, hens and pullets on farms, and the spring pig crop. The other crop and livestock goals are yet to be announced and probably will be made public within the next few weeks. Suggested goals will become final after state suggestions for revision and the latest outlook for demand and supply have been considered.

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In view of the continued short supplies of food for the world and the continued high domestic demand, large food production will be needed again in 1947. This is true for most commodities and the variation will be specified in detail when the final goals are announced. At that time all agency information workers can assist by helping to get the goal information to farmers throughout the country.

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FARM LABOR. . . . The five area field directors were here last week to attend the Outlook Conference and to meet with members of the Federal staff in laying out plans for the winter program.

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PLENTIFUL FOODS FOR NOVEMBER. . . . Potatoes, onions, lettuce--iceberg type, cauliflower, pears--fall and winter varieties, canned citrus juice--single strength, dried peaches, and fresh and frozen fish--except shellfish. Supply of cranberries, almonds and filberts is going to be good and should be plentiful on most markets.

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HOMEMAKERS' HORIZONS. . . . The annual meeting of the Home Demonstration Council will be held November 12-14 at the Fontenelle Hotel, Omaha, Nebraska. W. W. Burr, College of Agriculture, University of Nebraska, and former Extension Director R. K. Bliss of Iowa are among the speakers. Theme of the meeting will be "Homemakers' Horizons."

After this meeting, on November 14-15, the U. S. Liaison Committee of the Associated Country Women of the World will hold its 8th annual meeting. Reports will be given by observers at recent FAO and UNESCO meetings.

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SOME USDA RELEASES. . . . The Vegetable Situation -- 2189;
The Tobacco Situation -- 2179;

The Cotton Situation -- 2191;

School Lunch Program -- 48 States, the District of Columbia, and the territories in program. 2194;

1947 Spring Pig Goal and Support Level Announced -- 2196;

Petition for Flour Price Decontrol is Denied -- 2193;

REA Approves Loans in Sixteen States -- 2208;

USDA Bought 439,720 Bushels of Wheat in Seven Day Period -- 2202;

The First Years of Peace -- at opening of Outlook Conference, Oct. 7. 2206;

Dr. M. A. Huberman Leaves Forest Service for Forestry Branch, FAO -- 2207;

Edible Fats and Oils Quotas Increased for Fourth Quarter -- 2211;

The Marketing and Transportation Situation -- 2209;

Cotton Production -- A U. S. cotton crop of 8,724,000 bales is forecast this year by the Crop Reporting Board. 2219;

The Demand and Price Situation -- 2203;

The National Food Situation -- 2204;

USDA Announces Upward Adjustment in Wool Selling Price -- 2222;

REA Approves Loans in Ten States -- 2224;

Farm Income Situation -- 2223;

Plant Pathologist Retires from USDA -- Dr. Charlotte Elliott. 2226;

Forward in Forestry! -- before the American Forest Congress, in Washington, D. C., Oct. 9. 2212;

October Honey Report -- 2229;

Chief Forester Objects to Public Forests on a Custodial Basis -- 2227.

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NATIONAL SCHOOL LUNCH CONFERENCE. . . . October 22 and 23 are the dates for the National School Lunch Conference in Washington. State officials responsible for local administration of the program have been invited to attend. In most cases this will be a representative from the State Office of Education. The person in charge of school lunch activities in each PMA state office will also attend.

Delegates at the Conference will consider operating procedures and the general co-ordination of these procedures for all areas where the School Lunch Programs are in effect. This is the first full month of operation of the program under the permanent school lunch legislation enacted by the last Congress. It is estimated that 8 million children will take part in the program during the 1946-47 school year in the 48 states, the District of Columbia, and the territories.

The first day's session will be held at the Mayflower Hotel. Speakers tentatively scheduled include the Acting Secretary; PMA Administrator Robert H. Shields; Dr. Thomas Parran, the Surgeon General, U. S. Public Health Service; John W. Studebaker, Commissioner, U. S. Office of Education; Hazel K. Stiebeling, Chief, Bureau of Human Nutrition and Home Economics; and the Rt. Rev. L. G. Liguitti, Executive Secretary, National Catholic Rural Life Conference. The second day's session will be held in the Department of Agriculture.

A banquet is planned at the Mayflower the evening of October 22nd. Sir John Orr, Director-General of FAO and Mrs. Agnes Meyer, author and writer for the Washington Post are tentatively scheduled as speakers. (See press releases 2194 and 2237).

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NATIONAL GARDEN CONFERENCE. . . . Invitations were sent this week for the National Garden Conference to be held in Washington, November 7 and 8. Program plans include: Talks during the morning of the first day by authorities on the international food situation, the agricultural outlook, nutritional needs, and home and community grounds improvement. During the next day and a half delegates will hold work sessions on the need for continuing gardens, the need for high consumption of fruits and vegetables, home and community grounds improvement, how to spread knowledge about improved horticultural practices, and plans for the 1947 garden campaign and the long-time garden program.

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WORLD FOOD BOARD. . . . FAO this week announced the appointment of S. M. Bruce of Australia as Chairman of the Preparatory Commission for the World Food Board. The Commission will draft detailed plans for international machinery to prevent both surpluses and shortages of major agricultural, fishery, and forest products. The recent FAO Conference in Copenhagen made the decision to set up the Commission for this study.

Sixteen nations are members of the Commission -- Australia, Belgium, Brazil, Canada, China, Cuba, Czechoslovakia, Denmark, Egypt, France, India, Netherlands, Philippine Republic, Poland, United Kingdom, and United States of America. The USSR and Argentina have been invited to become full participants in the commission's work, and Siam has been asked to participate in all discussions concerning rice.

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RADIO PROGRAMS, OCTOBER 19. . . . CONSUMER TIME, NBC, 12:15 p.m., EST, "Spot Check" Removing stains from clothes - safest and most reliable home methods for removing stains from fabrics. Free booklet on "Stain Removers" will be offered as give-away.

AMERICAN FARMER, ABC, 12:30 p.m., EST, the "Business Side of Farming," regular USDA feature.

NATIONAL FARM AND HOME HOUR, NBC, 1:00 p.m., EST, "Department of Agriculture Headlines."

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BURLEY REFERENDUM. . . . A marketing quota referendum on burley tobacco will be held on Friday, October 25. Growers will decide: (a) to continue marketing quotas for the 1947, 1948, and 1949 crops, (b) continue quotas only for 1947, or (c) not to have quotas. To continue in effect quotas must have the approval of two-thirds of the growers voting. The last burley referendum was in 1943 when 95% of the growers voting approved quotas for a 3-year period.

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RECORD CROP. . . . The promise of the greatest volume of crop production in history is being realized as the 1946 growing season nears an end, the October 1 Crop Report states. The estimated production of nearly all crops is slightly higher than a month ago. Potatoes moved into the all-time record group this month, joining corn, wheat, tobacco, peaches, pears, plums and truck crops. Oats, rice and peanuts moved a step nearer to production records. Also in the near-record class are grapes, cherries and sugar cane. Cotton production prospects dropped to the lowest level in 25 years. Other below-average crops include rye, broomcorn, dry beans, and pecans. The oil crops group remained at a lower level than last year, despite increases during September in prospects for soybeans, flaxseed and peanuts, while cottonseed declined. Food grains and feed grains as groups continue at the highest aggregate production level on record.

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